

ABSTRAK

HUBUNGAN SIKAP KONSUMEN TERHADAP KUALITAS, VARIASI, DAN DESAIN PRODUK DENGAN PERILAKU KONSUMEN DALAM MEMBELI KERAJINAN PERAK

Studi Kasus : Konsumen di Toko Perak “ANSOR SILVER” Kotagede
Yogyakarta

Herlita Setiawati
Universitas Sanata Dharma
2014

Penelitian ini bertujuan untuk mengetahui apakah ada hubungan antara sikap konsumen terhadap kualitas, variasi, dan desain dengan perilaku konsumen dalam membeli kerajinan perak.

Jenis penelitian ini adalah penelitian studi kasus. Teknik pengumpulan data menggunakan kuesioner. Populasi penelitian ini adalah konsumen di Toko Perak “ANSOR SILVER” Kotagede Yogyakarta. Sampel penelitian ini adalah konsumen yang berada di Toko Perak “ANSOR SILVER” Kotagede Yogyakarta. Penelitian dilaksanakan selama bulan Desember 2014 yang berjumlah 349 responden. Sampel diambil dengan menggunakan teknik *Accidental Sampling*. Data dianalisis dengan menggunakan teknik Korelasi *Spearman*, *Kendall*, dan *Chi-Square*.

Hasil penelitian ini menunjukkan bahwa: (1) tidak ada hubungan antara sikap konsumen terhadap kualitas produk dengan perilaku konsumen untuk membeli kerajinan perak, (2) ada hubungan antara sikap konsumen terhadap variasi produk dengan perilaku konsumen untuk membeli kerajinan perak, (3) ada hubungan antara sikap konsumen terhadap desain produk dengan perilaku konsumen untuk membeli kerajinan perak.

ABSTRACT

**RELATION BETWEEN CONSUMER'S ATTITUDES TOWARDS
QUALITY, VARIETY, AND PRODUCT DESIGN AND CONSUMER'S
BEHAVIOR IN BUYING SILVER CRAFTS**

A Case Study: Consumers in the Silver Shop "ANSOR SILVER" Kotagede
Yogyakarta

Herlita Setiawati
Sanata Dharma University
2014

This study aims to determine whether there is a relationship between consumer's attitudes towards quality, variety, product design and consumer's behavior in buying silver crafts.

This research is a case study. The technique of collecting data was questionnaires. The population of this research were consumers at Perak Shop "ANSOR SILVER" Kotagede Yogyakarta. The samples were consumers at Perak Shop "ANSOR SILVER" Kotagede Yogyakarta. Research was conducted during December 2014 with 349 respondents. Samples were taken by using accidental sampling technique. Data were analysed by using Spearman correlation technique, Kendall, and Chi-Square.

The results of this study indicate that: (1) there is no relationship between consumer's attitudes towards quality products and consumer's behavior to buy silver crafts, (2) there is a relationship between consumer's attitudes toward the variety of product and consumer's behavior to buy silver crafts, (3) there is a relationship between consumer's attitudes toward the product design and consumer's behavior to buy silver crafts.